

RNS Reach
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Ten Technologies Group plc
("Ten")

Ten announces partnership with Lola, the AI assistant for experiences and part of Booking Holdings

Ten Technologies Group plc (AIM: TENG), the leading global customer experience and loyalty platform for financial institutions and other premium brands, is pleased to announce its partnership with Lola, the AI assistant for experiences and part of Booking Holdings (NASDAQ: BKNG).

Further to the Group's announcement on 27 August 2026, Ten confirms that Lola is the new client with which it entered into a multi-year contract to provide Ten's technology and expert Lifestyle Managers to support the launch of a new multi-category consumer concierge programme in the Americas. As previously announced, the contract is initially expected to be categorised as a Medium¹ contract, with opportunities to grow and expand into additional markets over time.

Through the partnership, Lola members will receive personalised support from Ten's global team of expert Lifestyle Managers to plan, book and coordinate travel, dining, entertainment and lifestyle experiences. This could include arranging tickets to a sold-out event, securing a last-minute restaurant reservation, planning a complex international itinerary or organising a milestone celebration. As part of the programme:

- Lola Plus members have quarterly access to a dedicated concierge
- Lola VIP members receive multiple concierge consultations each quarter
- Support with complex itineraries, special requests and hard-to-book experiences
- Concierge support available through Lola

Over time, the companies expect to expand the partnership with additional experiences, member benefits and deeper integration between Lola and Ten's global concierge network.

Alex Cheattle, CEO of Ten Technologies Group plc, said:

"We are delighted to announce Lola as our new client. Partnering with Lola allows us to extend that expertise to a new generation of digitally savvy travellers who value both convenience and personalised service. It also demonstrates the potential to apply our proposition to new customer segments and channels as we continue to broaden our addressable market."

Steve Hafner, Co-Founder and CEO of Lola, said:

"AI is incredibly powerful, but there are moments when nothing replaces an experienced human who knows exactly who to call. By combining Lola's AI platform with Ten's concierge team, we're giving our members instant answers when they want them and trusted experts when they need them."

¹ Ten categorises its corporate client contracts based on the annualised value paid, or expected to be paid, by the corporate client for the provision of concierge and related services by Ten as: Small contracts (below £0.25m); Medium contracts (between £0.25m and £2m); Large contracts (between £2m and £5m); and Extra Large contracts (over £5m). This does not include the revenue generated from suppliers through the provision of concierge services.

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For further information please visit www.tengroup.com or call:

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Notes to Editors

About Ten Technologies Group plc

[Ten Technologies Group plc](#) ('Ten') partners with financial institutions and other premium brands to attract and retain wealthy and mass affluent customers.

Millions of members have access to Ten's services across lifestyle, travel, dining and entertainment on behalf of over fifty corporate clients. Ten's partnerships are based on multi-year contracts generating revenue through platform-as-a-service and technology fees.

Ten's operations are underpinned by an increasingly sophisticated personalisation platform comprising industry-first, proprietary technology, thousands of supplier relationships and 27 years of proprietary expertise delivered from over 20 global offices. Ten was also the first B Corp-certified company on the AIM market, demonstrating its commitment to sustainability, social responsibility and ethical business practices.

Ten is on a mission to become the most trusted service platform in the world.

For further information please go to: www.tengroup.com

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